POSNET $^{\text{\tiny TM}}$: Single-Point Offer Management Solution

Communication **Vehicles** Offer

Retailer

ponsored Offers CPG

Hand Held Devices

Counter Scales

Sponsors

Offer

Retailer

ponsore

Direct Mail

Kiosk

Checkout Receipt

Offer

Service-

Internet **Database**

POSNET Offer

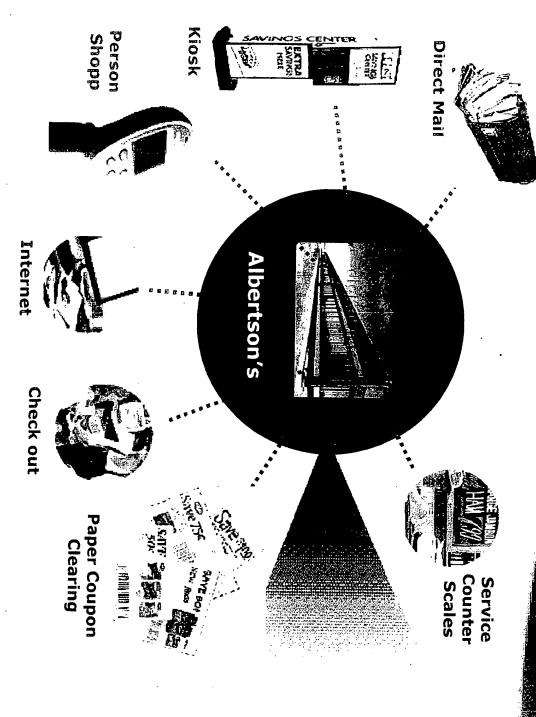
Store B POS

Store A

Redemption ... Settlement **Engine POSNET**

Store C

Retail Media Management™



POSNETComponents

POS Interface
Distributor Interface
Offer Administration
Purchase Validation
Customer Rewards
System Security
Settlement
Reporting